

Message Text

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FOR WASHINGTON COMMERCIAL ACTION GROUPS

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SUBJECT: COUNTRY COMMERCIAL PROGRAM, KOREA, TRANSITION
PERIOD, FY-76

REF: 74STATE 280182, SEOUL 7244, SEOUL A-141

1. ALL CAMPAIGN TARGETS WERE MET DURING THE INTERIM PERIOD
FOR THE COUNTRY COMMERCIAL PROGRAM, FOR KOREA, FY-76, WITH
THE FOLLOWING EXCEPTIONS:

ANNEX A - METALWORKING-MARKETING RESEARCH WILL BE CONDUCTED BY
MOBIUS. TRADE CENTER EQUIPMENT EXHIBITION RECRUITMENT DEFERRED
DUE TO LACK OF RESPONSE FROM LOCAL REPRESENTATIVES OF U.S.
FIRMS.

ANNEX B - PROCESS CONTROL INSTRUMENTATION LOCALLY RECRUITED
TRADE CENTER EQUIPMENT EXHIBITION POSTPONED BY EXHIBITOR.

ANNEX C - ELECTRONICS COMPONENTS AND ELECTRONIC PRODUCTION AND
TEST EQUIPMENT.

OVER 1,000 TRADE LEADS WERE OBTAINED DURING THE QUARTER.
TRADE CENTER MULTI-FIRM EQUIPMENT EXHIBITION WAS HELD WITH
NINE PARTICIPANTS REPRESENTING 27 U.S. FIRMS. THIS ELEC-
TRONICS SHOW SCORED TWO FIRSTS IN SEOUL TRADE CENTER HISTORY:
OFF-THE FLOOR SALES TOTALLING \$2,095,000 AND THE USE OF A COMPUTER
FOR REGISTRATION. IMMEDIATE SALES EXCEEDED IMMEDIATE SALES
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FOR ENTIRE THREE PREVIOUS YEARS OF TRADE CENTER PROMOTIONS.

PROJECTED SALES OVER THE NEXT 12 MONTHS FOR THIS SHOW WERE \$22,260,000. BUSINESS INFORMATION CENTER WILL BE ESTABLISHED AT THE KOREAN FINE INSTRUMENTS CENTER ELECTRONICS EXHIBITION.

ANNEX D - BUSINESS EQUIPMENT

ONE TRADE CENTER SALES SEMINAR WAS MOUNTED BY MEMOREX AND RESULTED IN \$100,000 IN PROJECTED SALES.

ANNEX E - LABORATORY INSTRUMENTS

CENTRAL MACHINERY CORPORATION SPONSORED A ONE DAY EXHIBIT FOR MEDCRAFT RESULTING IN \$7,000 IMMEDIATE SALES, AND 14 TRADE LEADS.

ANNEX F - PRINTING AND GRAPHIC ARTS
RECRUITMENT FOR TRADE CENTER EQUIPMENT EXHIBITION COMPLETED WITH FOUR PARTICIPANTS REPRESENTING 19 U.S. FIRMS.

ANNEX G - MAJOR PROJECTS
FIVE NEW EARLY WARNING REPORTS WITH POTENTIAL SALES OF \$299 MILLION WERE SUBMITTED. SEVEN UPDATE REPORTS WERE SUBMITTED. FOR FY TO DATE, 34 NEW EARLY WARNING REPORTS WERE TRANSMITTED FAR EXCEEDING THE TARGET OF SIXTEEN.

2. DURING THE QUARTER THREE NON-CCP CAMPAIGN ACTIVITIES WERE PROMOTED BY THE COMMERCIAL SECTION. THE EDUCATIONAL TRAINING AIDS CATALOG EXHIBIT WAS HELD IN SEOUL IN JULY WITH OVER 1,000 VISITORS ATTENDING. MORE THAN 3,500 TRADE LEADS WERE DEVELOPED. A CONCURRENT EQUIPMENT DISPLAY NETTED \$55,000 IN IMMEDIATE SALES AND \$175,000 IN 12 MONTH PROJECTED SALES. IN AN EFFORT TO EXPAND THE US COMMERCIAL PRESENCE IN KOREA, THE EDUCATIONAL TRAINING AIDS EXHIBITION WAS ALSO MOUNTED IN THE AMERICAN CULTURAL CENTERS IN TAEGU, KWANGJU AND PUSAN. THIS FIRST EFFORT TO REACH THESE CITIES BY THE TRADE CENTER RESULTED IN 1,218 ADDITIONAL VISITORS AND 1,678 TRADE LEADS. A CONCURRENT EQUIPMENT EXHIBITION RESULTED IN \$1,700 IMMEDIATE SALES AND \$650,000 PROJECTED SALES DURING THE NEXT TWELVE MONTHS. INCREMENTAL FUNDING BY USDOC FOR SUCH EVENTS SHOULD BE FAVORABLY CONSIDERED. THE AUTOMOBILE MAINTENANCE AND SERVICING EQUIPMENT
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CATALOG SHOW WAS HELD ON SEPTEMBER 15-17. VISITORS TOTALLED 631 AND 1,432 TRADE LEADS WERE DEVELOPED. A CONCURRENT EQUIPMENT DISPLAY RESULTED IN \$50,000 IMMEDIATE SALES AND \$660,000 IN PROJECTED SALES DURING THE NEXT TWELVE MONTHS.

3. DURING THE TRANSITION EQUARTER OF FISCAL YEAR 1976, 15 EVENTS WERE HELD IN THE TRADE CENTER WITH 34 PARTICIPANTS REPRESENTING 352 FIRMS. THE STATISTICS OF THE ELECTRONIC COMPONENTS

AND INSTRUMENT EXHIBITION EXCEEDED THE RECORD OF THE PROCESS CONTROL SHOW AND BECAME SEOUL'S MOST SUCCESSFUL SHOW. STATISTICS FOR THE THREE-MONTH TRANSITION PERIOD FISCAL YEAR 1976, JULY THROUGH SEPTEMBER 1976, SHOW GREATER ACTIVITY AT THE CENTER THAN IN ANY OTHER THREE-MONTH PERIOD SINCE THE TRADE CENTER OPENED IN EARLY 1974. DURING THE LAST THREE MONTHS A TOTAL OF FIFTEEN TRADE PROMOTION EVENTS WERE HELD IN THE SEOUL TRADE CENTER. THESE INVOLVED THIRTY-FOUR PARTICIPANTS, WHO REPRESENTED 352 U.S. FIRMS. A TOTAL OF 4,332 VISITORS ATTENDED THESE SHOWS FROM WHOM 8,821 TRADE LEADS WERE OBTAINED. IMMEDIATE SALES MADE DURING THESE SHOWS REACHED \$2,238,700. MORE IMMEDIATE SALES WERE MADE AT THE CENTER IN THE LAST THREE MONTHS THAN IN THE ENTIRE THREE PREVIOUS YEARS SINCE THE TRADE CENTER OPENED. THE ABOVE STATISTICS ON IMMEDIATE SALES AND THE \$26.3 MILLION FIGURE FOR PROJECTED SALES OVER THE NEXT 12 MONTHS RESULTING FROM THESE ACTIVITIES ARE, WE BELIEVE, A CLEAR INDICATION OF THE GROWING VALUE WHICH U.S. EXPORTERS AND THEIR LOCAL AGENTS PLACE ON THE SERVICES OFFERED BY THE SEOUL TRADE CENTER.

4. RESOURCES ARE A CONTINUING PROBLEM. FUNDING AUTHORIZED TO POST WAS SUBSTANTIALLY LOWER THAN SPECIFIED IN CCP. COMMERCIAL ATTACHE POSITION WAS VACANT FROM JUNE 3 TO AUGUST 14 RESULTING IN A REDUCTION OF PERSONNEL RESOURCE AVAILABLE. SUCCESS OF TRADE CENTER STRAINS RESOURCES AVAILABLE TO EMBASSY UNDER PRESENT STATE FUNDING ALLOCATIONS. AS STATED IN SEOUL 7244, DEFICIENCIES COULD BE LARGELY CORRECTED BY A MORE ADEQUATE LEVEL OF RESOURCES ALLOCATION BY WASHINGTON. SPECIFICALLY WE RECOMMEND THE FUNDING BE EARMARKED FOR THE COUNTRY COMMERCIAL PROGRAM, SEPARATE FUNDING BE PROVIDED IN STATE AND COMMERCE BUDGETS FOR COMMERCIAL ACTIVITIES AS A TRANSITIONAL MEASURE AND ULTIMATELY A COMBINED U.S. GOVERNMENT BUDGET BE CREATED TO SUPPORT OVERSEAS ECONOMIC/COMMERCIAL PROGRAMS.

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5. YEAR-END REVIEW OF FY 76 INCLUDING INTERIM QUARTER IN PREPARATION AND WILL BE SUBMITTED AS AN AIRGRAM.

6. REQUEST COMMERCE SEND 200 COPIES OF REVISED OBR "MARKETING IN KOREA" WHICH WERE DUE IN SEPTEMBER.
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